YouTube TV has a deal to keep Paramount content



Days after YouTube published a blog post saying it could lose Paramount content soon, it updated the post to announce a deal to keep it. The company posted on X that, as a result, channels such as CBS, CBS Sports, and Nickelodeon and add-ons like Paramount Plus, Showtime, and BET Plus will stick around after all.

The company had said in its post on February 12th that it would offer an $8 credit if Paramount content was “unavailable for an extended period of time,” but updated the next day to say talks had been extended. YouTube TV didn’t elaborate further on its new deal or how it could affect pricing. Responding to questions on X about whether it will raise prices as a result of the deal, the TeamYouTube account replied, “We take these decisions very seriously & will be sure to communicate any potential changes in the future before

they happen.”

YouTube TV increased its subscription by $10 a month to $82.99 in December. The new price is in keeping with recent increases from similar services like Fubo, Hulu Plus Live TV, and Sling TV as customers continue to shift from cable to streaming and content makers look for ways to keep revenue going. YouTube did not immediately respond to *The Verge*’s request for more information.

https://www.theverge.com/news/613936/youtube-tv-paramount-deal-cbs-sports-nickelodeon